

COSTA MESA SANITARY DISTRICT COMMUNITY SURVEY

REPORT ON RESULTS:

May 21, 2012



COSTA MESA SANITARY DISTRICT COMMUNITY SURVEY

Report on results

From Thursday, April 19 through Thursday, April 26, 2012 Probolsky Research conducted a telephone survey of voters in the boundaries of Costa Mesa Sanitary District.

A total of 1000 surveys were collected. A survey of this size yields a margin of error of +/- 3.1% with a 95% degree of confidence. Interviews were conducted in English, Spanish and Vietnamese voters on both landline and cell phones.

Probolsky Research LLC specializes in opinion research on behalf of government, corporate and media clients.



WHAT IS TOP OF MIND FOR DISTRICT VOTERS?

Highlights from the cloud

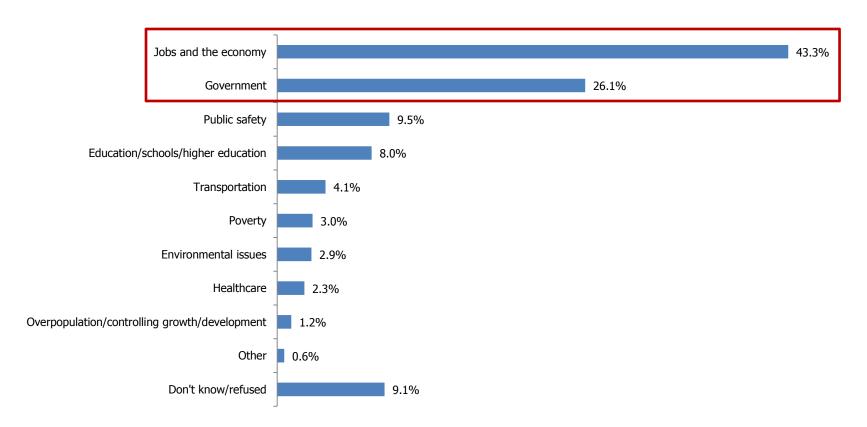




JOBS AND THE ECONOMY

Is the most important issue to District voters, followed by "government"

Question: What is the most important issue facing your community today?

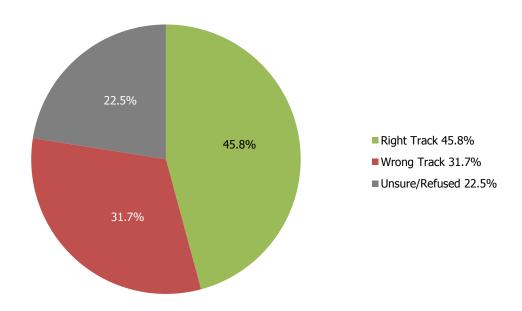




A PLURALITY (45.8%)

Thinks their community is on the right track

Question: Do you think that (the City of Costa Mesa/the City of Newport Beach/Orange County) is on the right track or on the wrong track?

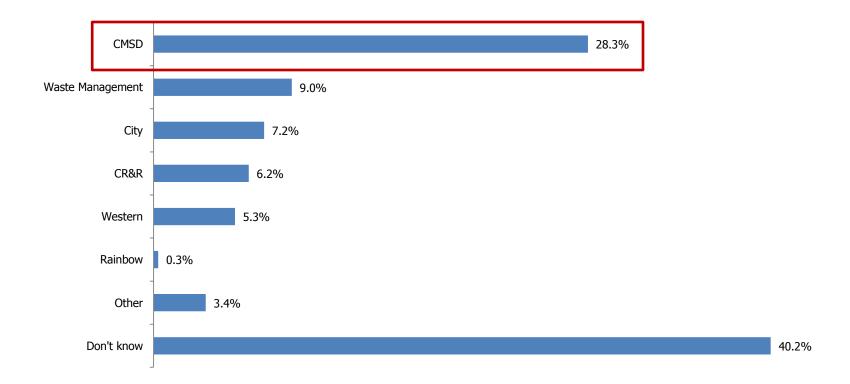




28.3% IDENTIFIES CMSD AS

The organization that provides trash service to their homes

Question: Can you tell me what organization provides your trash service at home?*



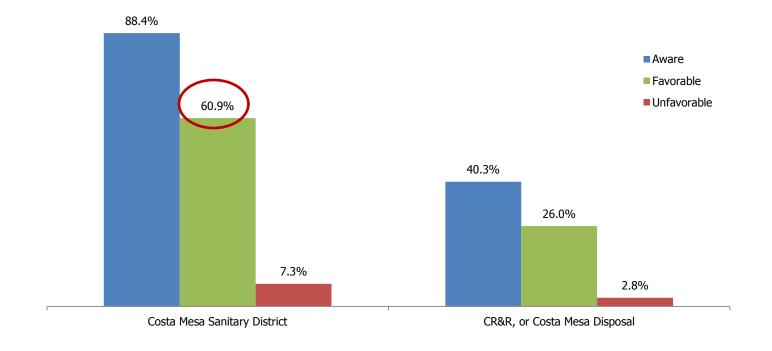
^{*}Asked only of those who own their own home or condo/townhome with fewer than five units



CMSD ENJOYS THE FAVORABLE REGARD

Of a majority (60.9%) of the community

Question: Now I have the names of several organizations that I am going to read to you. Please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.

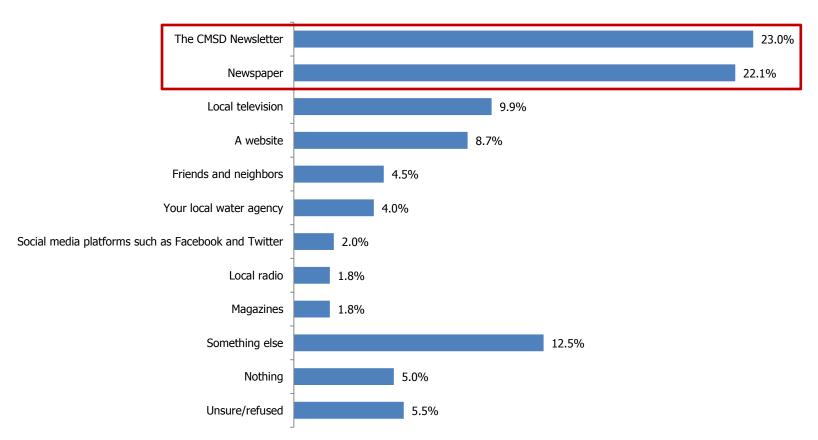




THE CMSD NEWSLETTER AND NEWSPAPERS

Are the top sources for news and info about trash, recycling, etc.

Question: What is your number one source for news and information about trash, recycling, wastewater, sewer and related issues?

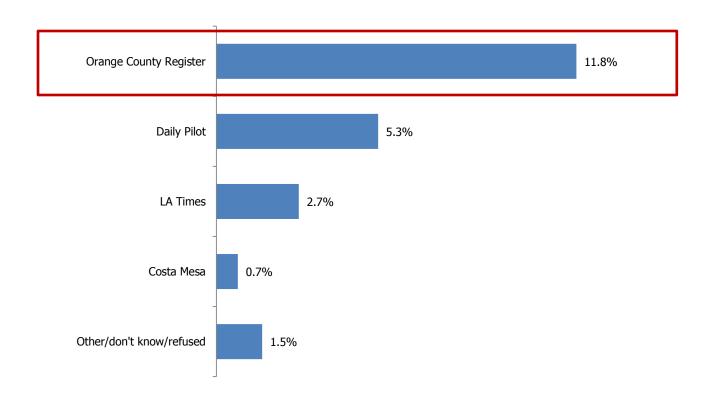




THE ORANGE COUNTY REGISTER

Is the top newspaper

Question: ...Which newspaper?

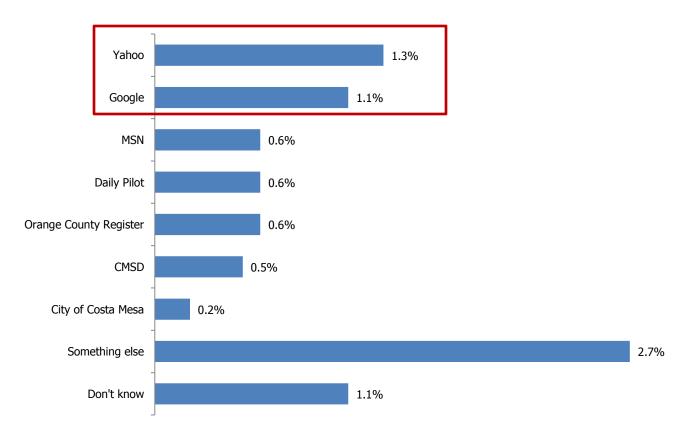




YAHOO AND GOOGLE

Are the top websites

Question: ...Which website?

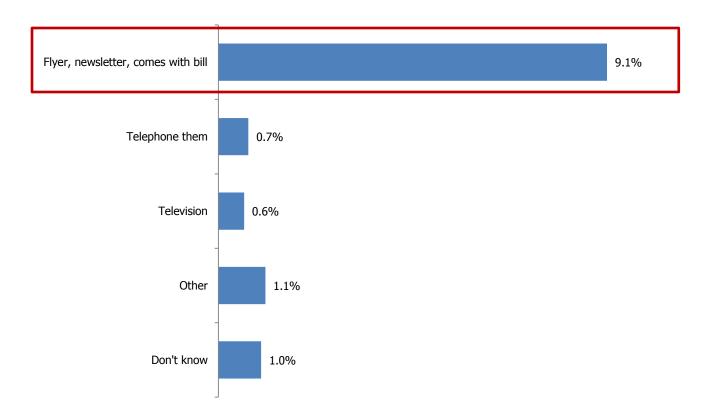




"FLYER/NEWSLETTER/COMES WITH BILL"

Is the most cited "something else" resource

Question: ...Specifically, what else?

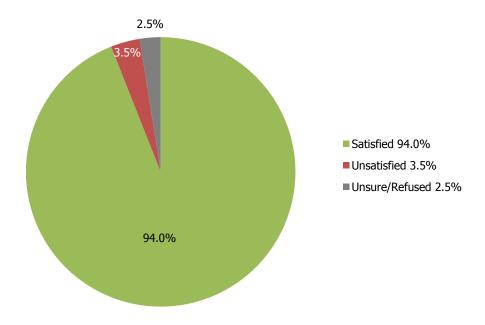




94.0% ARE SATISFIED

With the quality of their trash service

Question: Thinking about the quality of the trash service that is provided to your residence, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

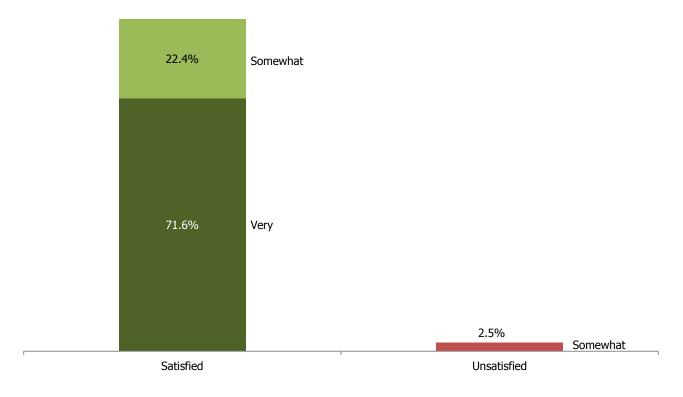




THE INTENSITY OF RESPONDENT SATISFACTION

Is especially high

Question: Thinking about the quality of the trash service that is provided to your residence, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

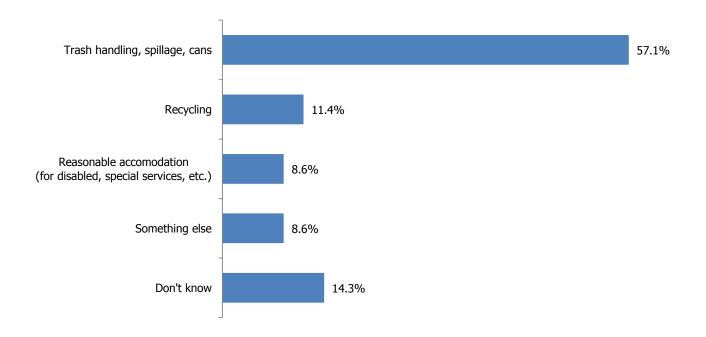




ONLY 3.5% OF RESPONDENTS WERE DISSATISFIED

With the quality of their trash service: Why were they dissatisfied?

Question: Why would you say that you are dissatisfied?



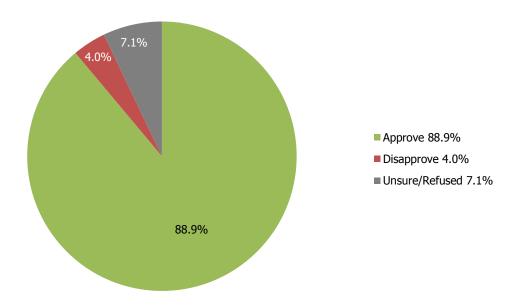
^{*}Asked only of those who respond "dissatisfied"



88.9% APPROVE

Of the job CMSD is doing

Question: The Costa Mesa Sanitary District, or CMSD, is responsible for residential trash and wastewater/sewer services for all of the City of Costa Mesa and portions of Newport Beach and unincorporated Orange County. The District's service area includes about 116,700 residents. In general, do you approve or disapprove of the job that the Costa Mesa Sanitary District is doing?

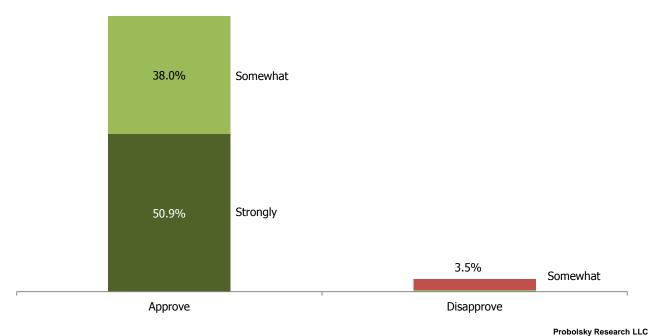




THE INTENSITY OF RESPONDENT SATISFACTION

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Question: The Costa Mesa Sanitary District, or CMSD, is responsible for residential trash and wastewater/sewer services for all of the City of Costa Mesa and portions of Newport Beach and unincorporated Orange County. The District's service area includes about 116,700 residents. In general, do you approve or disapprove of the job that the Costa Mesa Sanitary District is doing?

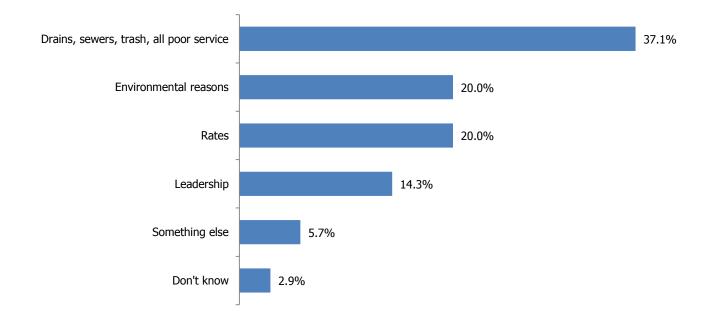




ONLY 4.0% OF RESPONDENTS DISAPPROVE

Of CMSD's job performance: Why do they disapprove?

Question: Why would you say that you disapprove?



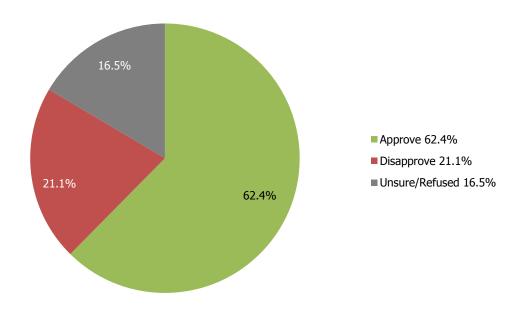
^{*}Asked only of those who respond "dissatisfied"



62.4% SAY THAT IT IS IMPORTANT

That the District remains an independent agency

Question: The Costa Mesa Sanitary District is an independent governmental body with its own elected governing board. How important is it to you that the Costa Mesa Sanitary District remains an independent agency?

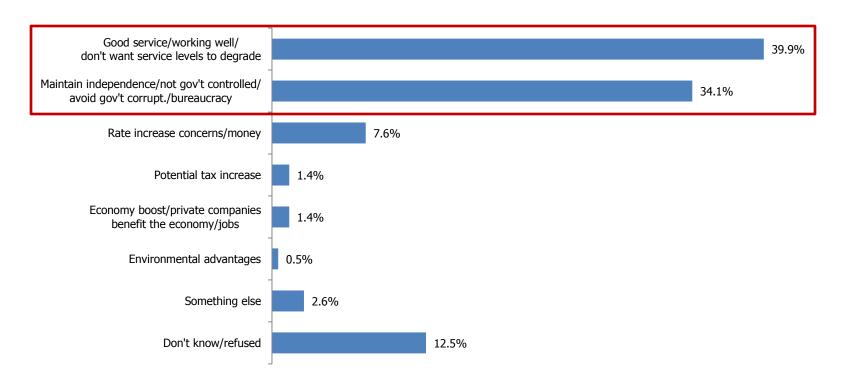




TOP REASONS INDEPENDENCE

Is important

Question: Why would you say that Costa Mesa Sanitary District remaining an independent agency is important to you?



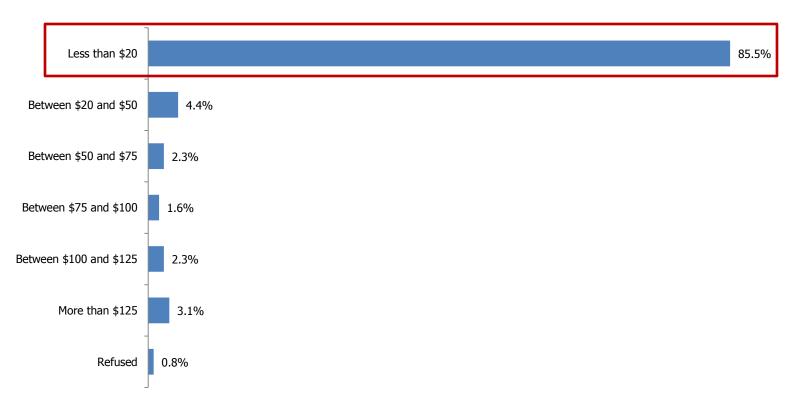
^{*}Asked only of those who respond "important"



MOST RESPONDENTS SAY

They pay less than \$20/month for their trash service

Question: Can you tell me how you are billed for your trash service at home?



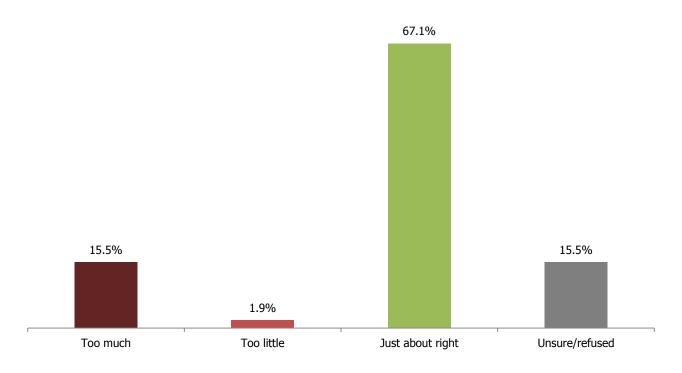
^{*}Asked only of those who own their own home or condo/townhome with fewer than five units



67.1% SAY THAT WHAT THEY PAY FOR TRASH SERVICE

Is just about right

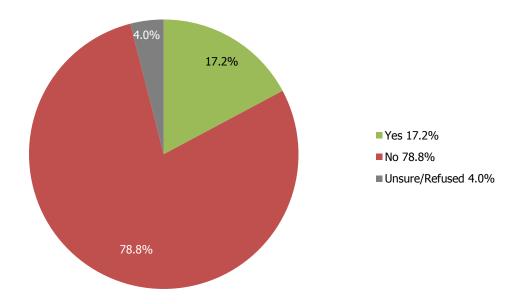
Question: The Costa Mesa Sanitary District charges property owners annually for trash service. The charge appears on the property owner's annual property tax bill from the Orange County Assessor. Most residences pay an average of \$239 per year for trash service. This would be about \$19.95 per month. Would you say that you pay too much for trash service at your home, too little or just about the right amount?





78.8% Have never visited www.cmsdca.gov

Question: Have you ever visited the District's website, www.cmsdca.gov?

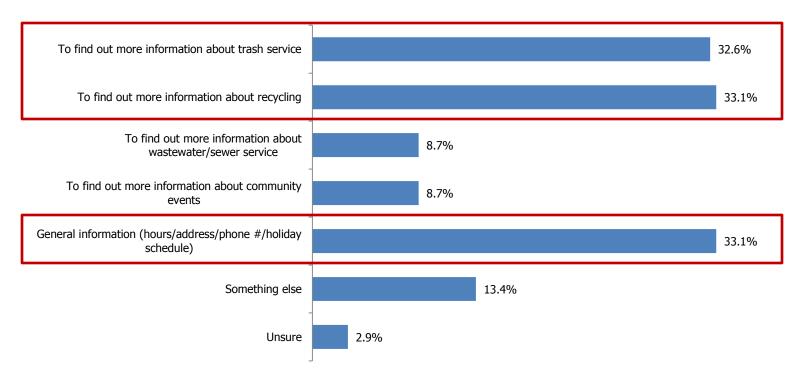




TOP REASONS

To visit www.cmsdca.gov

Question: Please tell me why you visited the District's website. Choose as many as you like, or nothing at all:



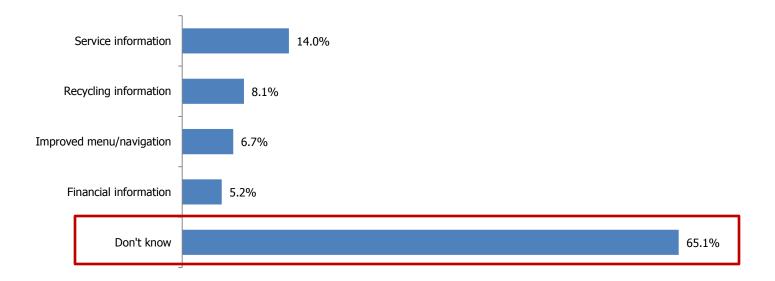
^{*}Asked only of those who have visited the District's website (17.2%)



A MAJORITY OF THOSE WHO HAVE VISITED THE SITE

Don't have ideas for improvement, indicating that the site is broadly effective

Question: If you could add any information or features to the District's website, what would you like to see?



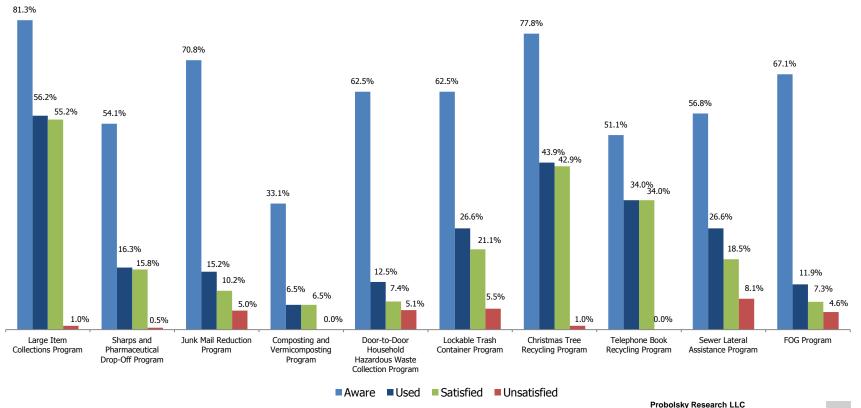
^{*}Asked only of those who have visited the District's website (17.2%)



WHAT PROGRAMS

Are residents aware of, what they use and their satisfaction

Question: Now I have a list of names of several programs that are offered by the Costa Mesa Sanitary District that I am going to read. For each program, please tell me if you have heard of it. The first name is [READ NAME]. Have you heard of [READ NAME]? [IF YES>>] Have you ever used the [READ NAME]? [RECORD] [IF YES>>] And would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or completely unsatisfied with [READ NAME] [IF YES OR NO TO THE QEUSTION "HAVE YOU EVER HEARD OF...", BUT HAVE NOT USED>>] Are you interested in [READ NAME]?



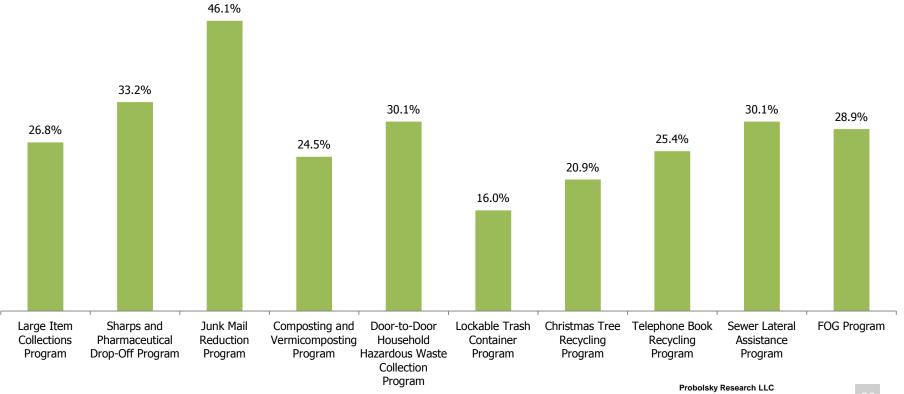
www.probolskyresearch.com



WHAT PROGRAMS

Are residents (who haven't already used them) interested in?

Question: Now I have a list of names of several programs that are offered by the Costa Mesa Sanitary District that I am going to read. For each program, please tell me if you have heard of it. The first name is [READ NAME]. Have you heard of [READ NAME]? [IF YES>>] Have you ever used the [READ NAME]? [RECORD] [IF YES>>] And would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or completely unsatisfied with [READ NAME] [IF YES OR NO TO THE QEUSTION "HAVE YOU EVER HEARD OF...", BUT HAVE NOT USED>>] Are you interested in [READ NAME]?

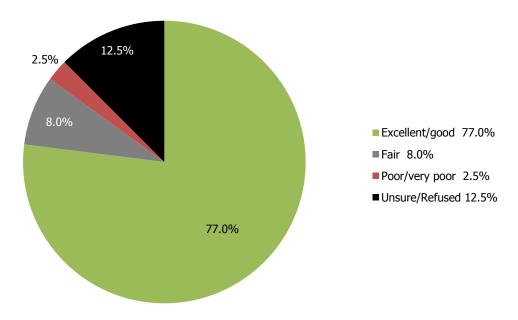




77.0% SAY CMSD IS DOING AN EXCELLENT/GOOD JOB

With trash disposal and recycling

Question: The Costa Mesa Sanitary District allows residents to place all trash, recyclables and yard waste into a single container. The trash is taken to a facility where the recyclables are removed. Through this process, the District is able to keep 54% of the trash that it picks up out of local landfills. Thinking about the job that the Costa Mesa Sanitary District is doing with trash disposal and recycling, would you say that they are doing an excellent job, a good job, a fair job, a poor job or a very poor job?

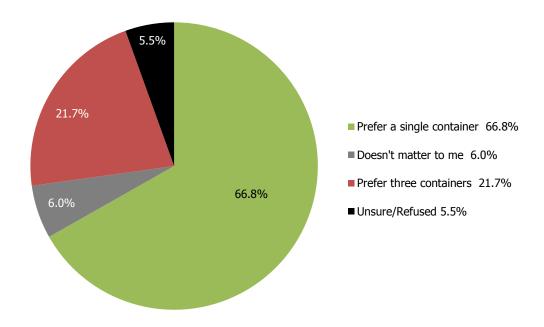




66.8% PREFER

A single container for trash, recyclables and yard waste

Question: Thinking specifically about the process of recycling that allows residents to place all their trash, recyclables and yard waste in single containers without any sorting, do you prefer this process or would you rather have three separate containers; one for trash, one for recyclables and another for yard waste?

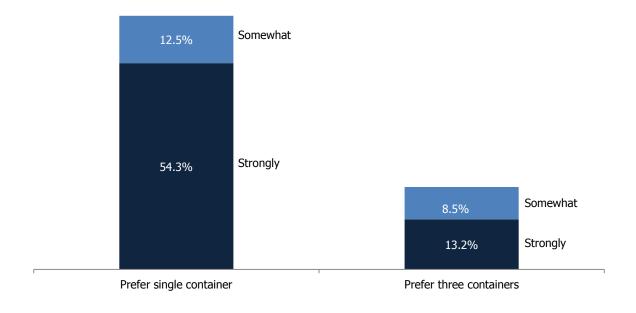




THE INTENSITY OF PREFERENCE FOR A SINGLE CONTAINER

Is significantly greater than that for three containers

Question: Thinking specifically about the process of recycling that allows residents to place all their trash, recyclables and yard waste in single containers without any sorting, do you prefer this process or would you rather have three separate containers; one for trash, one for recyclables and another for yard waste?

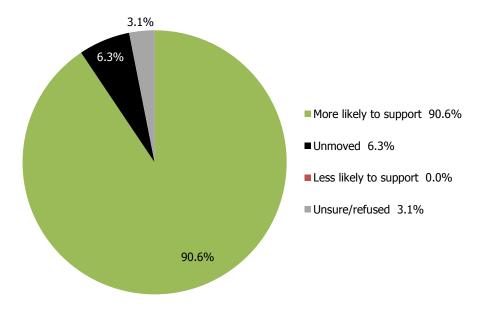




KNOWING THAT SINGLE CONTAINERS REDUCE WEAR AND TEAR

On city streets makes 90.6% of those who initially prefer three containers more likely to prefer a single container

Question: Trash trucks are hard on city streets and roads, exerting more than 9,000 times the stress on pavement than an SUV. By using a single container method of trash collection, the District is able to collect trash just one time on trash day, rather than two or three times using different trucks for separate collection of recyclables and yard waste. This reduces street and road deterioration by reducing truck trips and saves taxpayer money that would otherwise be needed to repair streets and roads more often. Does knowing this make you more likely or less likely to support the single container process rather than using three containers?

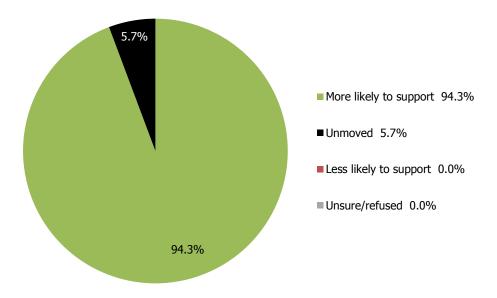




KNOWING THAT SINGLE CONTAINERS REDUCE NOISE AND AIR POLLUTION

Makes 94.3% of those who initially prefer three containers more likely to prefer a single container

Question: By using a single container method of trash collection, the District is able to collect trash just one time on trash day, rather than two or three times using different trucks for separate collection of recyclables and yard waste. This reduces traffic on residential streets, which in turn reduces both noise generated by the trucks and pollution released into the air by trash truck exhausts by reducing truck trips. Does knowing this make you more likely or less likely to support the single container process rather than using three containers?

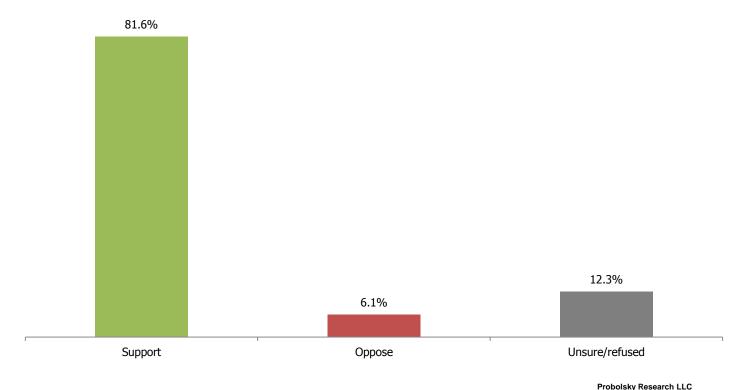




81.6% SUPPORT INCREASING THE AMOUNT OF TRASH THAT DOES

Not go to landfills from 54% to 75%

Question: The Costa Mesa Sanitary District may be able to increase the amount of trash that does not go into landfills from 54% to 75%. Only 25% of the trash generated within the District would end up going to a landfill. Trash service would still go on as it is today, allowing residents to place all their trash, recyclables and yard waste into single containers without any sorting. Based on this description, do you support increasing the amount of trash that is kept from going into landfills from 54% to 75%?

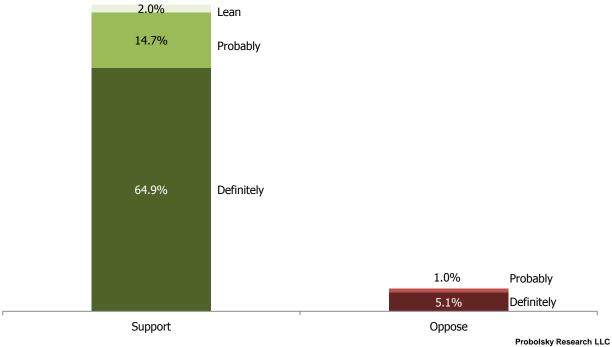




THE INTENSITY OF SUPPORT

Is significantly greater than that of the opposition

Question: The Costa Mesa Sanitary District may be able to increase the amount of trash that does not go into landfills from 54% to 75%. Only 25% of the trash generated within the District would end up going to a landfill. Trash service would still go on as it is today, allowing residents to place all their trash, recyclables and yard waste into single containers without any sorting. Based on this description, do you support increasing the amount of trash that is kept from going into landfills from 54% to 75%?

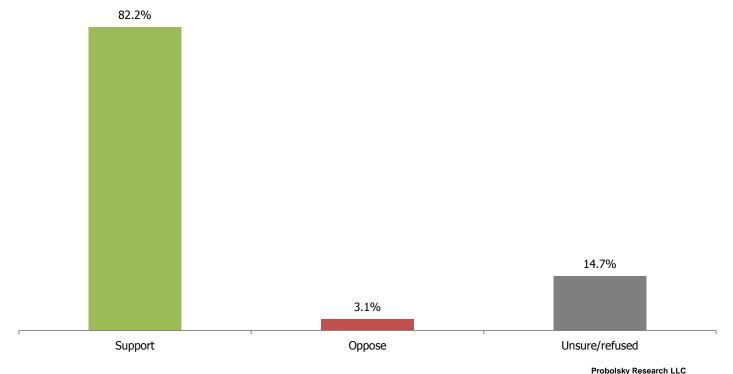




82.2% SUPPORT REDUCING THE AMOUNT OF TRASH THAT GOES

To landfills from 16,000 tons/year to 12,500 tons/year

Question: Costa Mesa Sanitary District collects 38,000 tons of trash each year, 16,000 of which is disposed of in landfills and the remaining 22,000 is recycled. The Costa Mesa Sanitary District may be able to reduce the amount of trash that goes to landfills from 16,000 tons every year to 12,500 tons, which is the equivalent of over 350 truckloads of trash that would be kept from going to landfills. Less than 5,000 tons of trash generated within the District would end up going to a landfill. Trash service would still go on as it is today, allowing residents to place all their trash, recycling and yard waste into single containers without any sorting. Based on this description, do you support reducing the amount of trash that goes into landfills from 16,000 tons to 12,500 tons?

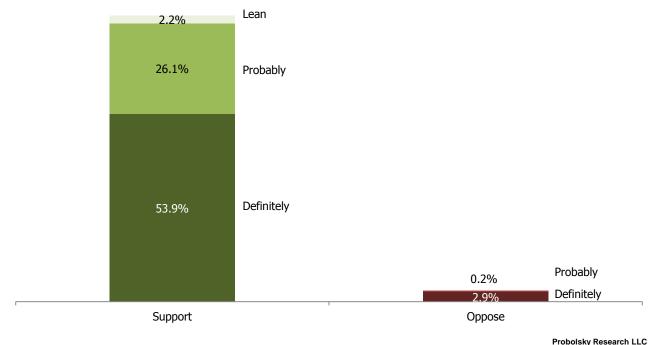




THE INTENSITY OF SUPPORT

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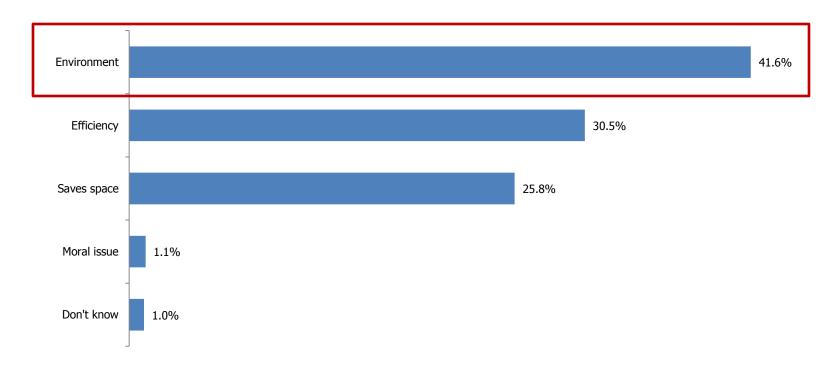




A PLURALITY OF THOSE WHO SUPPORT REDUCING THE AMOUNT OF TRASH THAT GOES TO LANDFILLS

Does so for environmental reasons

Question: Thinking specifically, why would you support the idea?



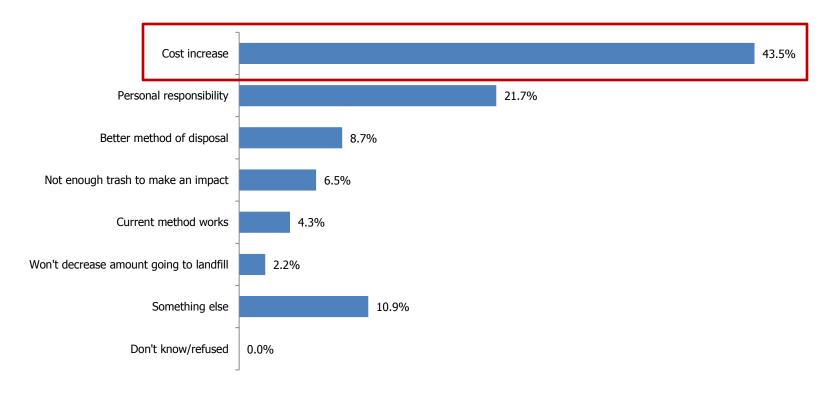
^{*}Asked only of those who responded "support"



A PLURALITY OF THOSE WHO OPPOSE REDUCING THE AMOUNT OF TRASH THAT GOES TO LANDFILLS

Fear cost increases would result

Question: Thinking specifically, why would you oppose the idea?



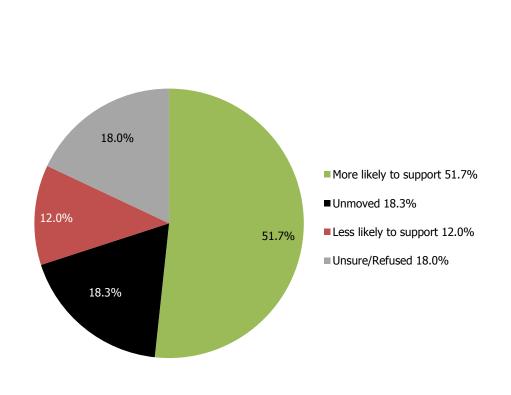
^{*}Asked only of those who responded "oppose"

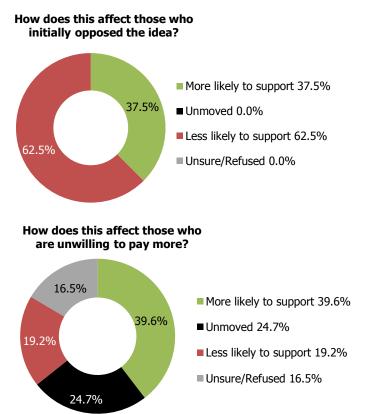


THE DISTRICT'S STABLE TRASH SERVICE RATES

Makes 51.7% more likely to support the trash diversion concept

Question: The District hasn't raised trash service rates for six years. Does knowing this make you more likely or less likely to support increasing the amount of trash that is kept from going into landfills?



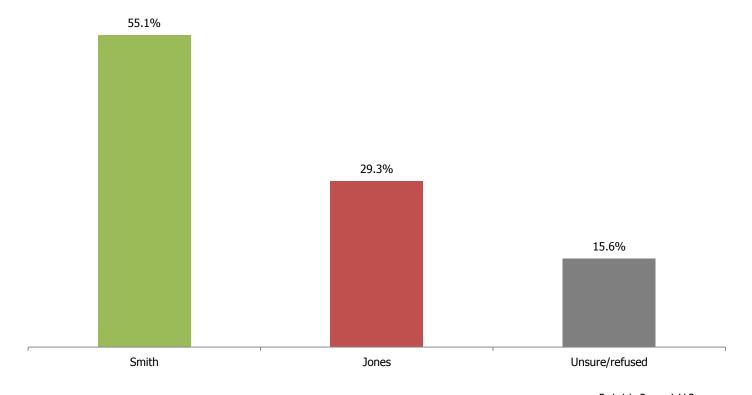




55.1% AGREE WITH SMITH

Who says he supports reducing the amount of trash that ends up in landfills

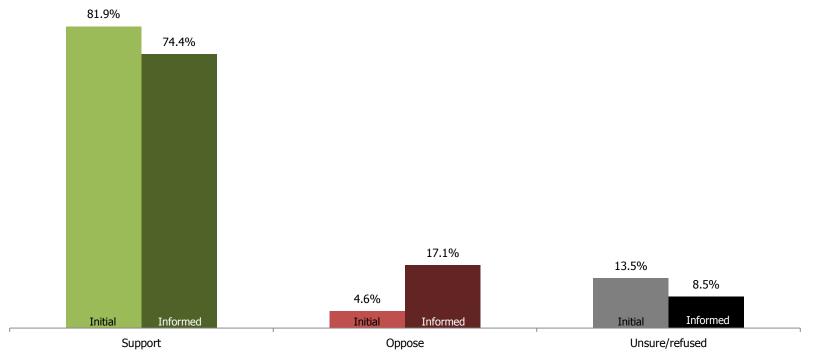
Question: SMITH says: "I support the Costa Mesa Sanitary District dramatically reducing the amount of trash that ends up in landfills. It's good for our environment and good for our community." JONES says: "I don't support the Costa increasing the amount of trash that is kept from going into landfills. With our bad economy, it's the wrong time to spend money on gold-plated recycling projects. The state of California doesn't even require 75% trash diversion yet; let's at least wait until then to consider the idea." With whom do you agree more, SMITH or JONES?





74.4% SUPPORT THE DISTRICT

Increasing the amount of trash that is kept from going to landfills

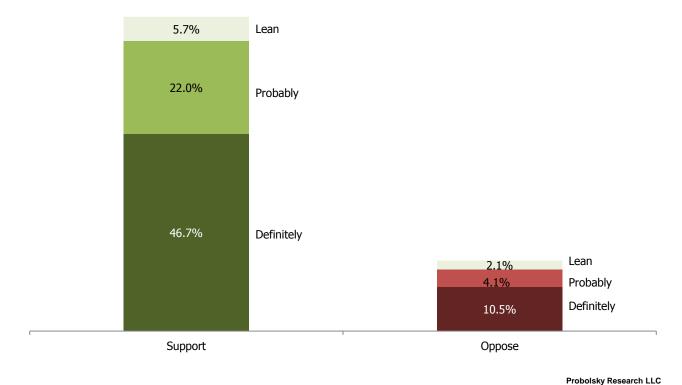


^{*}Using the mean responses from split sample Q's for initial support



THE INTENSITY OF SUPPORT

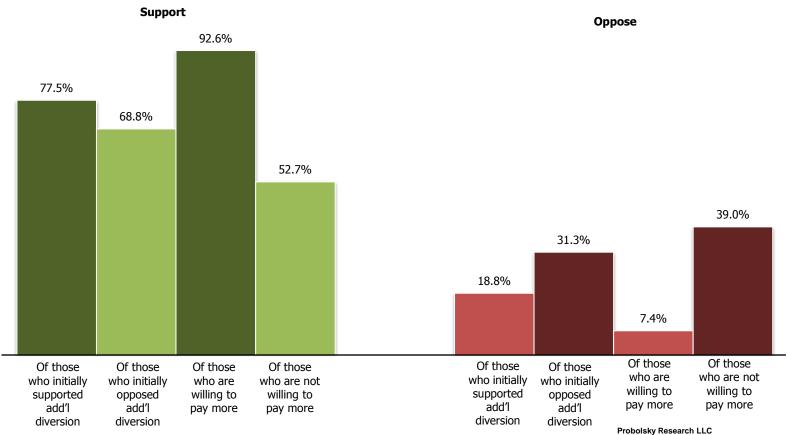
Is significantly greater than that of the opposition





WHERE DOES SUPPORT AND OPPOSITION

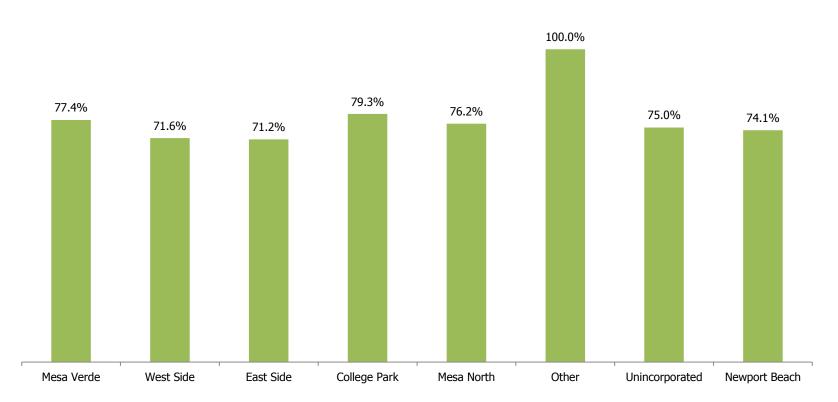
Come from?





SUPPORT

By region





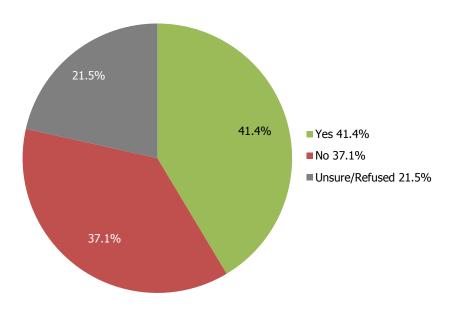
41.4% WOULD BE WILLING TO PAY MORE FOR TRASH SERVICES

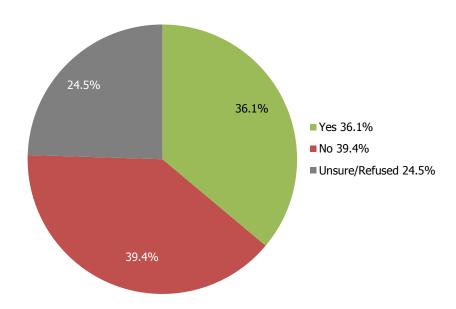
If the District could reduce the amount of trash going to landfills

"20% reduction" is more effective than "7,500 tons"

Question: Would you be willing to pay more for trash services if you knew that the District could reduce the amount of trash that eventually goes to landfills **to less than 20% of trash collected** by implementing the Costa Mesa Sanitary District Proposal?

Question: Would you be willing to pay more for trash services if you knew that the District could reduce the amount of trash that eventually goes to landfills **by 7,500 tons of trash per year** by implementing the Costa Mesa Sanitary District Proposal?



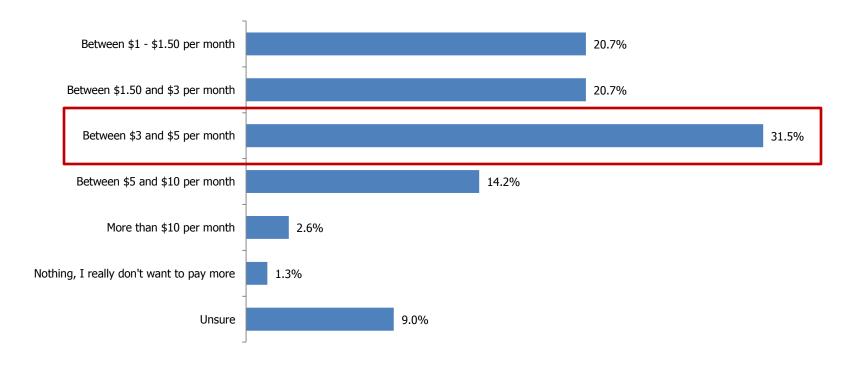




A PLURALITY WHOULD BE WILLING TO PAY

Between three dollars and five dollars more per month

Question: How much more would you be willing to pay?



^{*}Asked only of those who said they would be willing to pay more

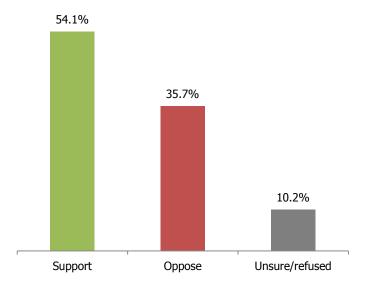


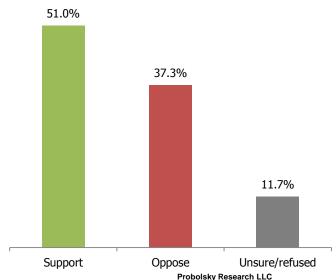
THE TWO DESCRIPTIONS OF BILLING BY QUANTITY OF TRASH

Disposed of appear to be similarly palatable

Question: The Costa Mesa Sanitary District provides each residence with two, 64-gallon trash cans. Residents can request smaller, 35-gallon trash cans and some residents have larger, 90-gallon trash cans. Residents pay a flat monthly fee for their trash collection, no matter what size trash container they use, from 35-gallons to 90-gallons. Would you support or oppose the District charging customers based on the size of the container, so that residents with two 90-gallon trash cans would pay more than those with two 64-gallon trash cans, and those with two 35-gallon trash cans would pay less than residents with 90 or 64-gallon cans?

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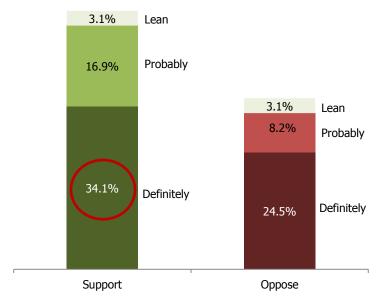


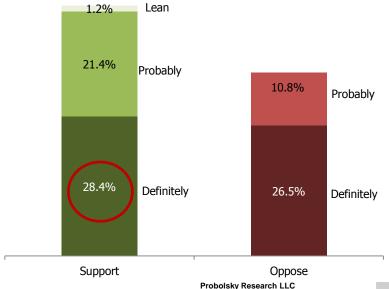
BUT THE INTENSITY OF SUPPORT FOR BILLING BY CONTAINER SIZE

Is greater than that for being charged for "what you use"

Question: The Costa Mesa Sanitary District provides each residence with two, 64-gallon trash cans. Residents can request smaller, 35-gallon trash cans and some residents have larger, 90-gallon trash cans. Residents pay a flat monthly fee for their trash collection, no matter what size trash container they use, from 35-gallons to 90-gallons. Would you support or oppose the District charging customers based on the size of the container, so that residents with two 90-gallon trash cans would pay more than those with two 64-gallon trash cans, and those with two 35-gallon trash cans would pay less than residents with 90 or 64-gallon cans?

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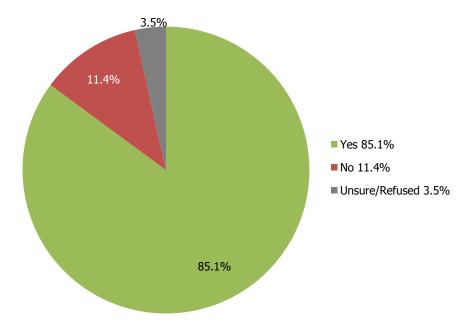




85.1% SAY THEY DISPOSE OF TRASH, RECYCLABLES AND YARD WASTE

In ways other than just placing them into their garbage containers

Question: Thinking about how you dispose of your trash, recyclables and yard waste, do you do anything other than place them in your garbage containers, such as taking recyclables to a recycling center, or bringing hazardous materials such as unused paint, pesticides and chemicals to a hazardous materials drop-off location or composting?





Conclusions

Our research revealed that jobs and the economy is the most important issue facing District residents, followed by government.

A plurality (45.8%) thinks their community is on the right track.

28.3% identifies (unaided) Costa Mesa Sanitary District as the organization that provides trash service to their homes.

88.4% are aware of CMSD; a majority (60.9%) regard the District favorably. 40.3% are aware of CR&R; 26.0% regard it favorably.

The CMSD newsletter and the newspaper are the number one sources for news and information about trash, recycling, wastewater, sewer and related issues. The Orange County Register is the number one newspaper.

94.0% are satisfied with the quality of their trash service. The intensity of satisfaction is especially high (71.6% say they are very satisfied). While only 3.5% of respondents said they were dissatisfied, we asked them why they were dissatisfied. Answers that fell into the categories of trash handling/spillage/cans were most often given (by 57.1%).

The District enjoys remarkably high job approval; 88.9% approve of the job CMSD is doing. The intensity of job approval is especially high (50.9% say they strongly approve). While only 4.0% of respondents said they disapprove of the District's job performance, we asked them why they disapprove. Answers that fell into the categories of drains/sewers/trash/all poor service were most often given (37.1%).

62.4% say that it is important that the District remains an independent government body with its own elected governing board. We asked those who said that it was important why the felt that way. Top answers:

- 1. Good service/working well/don't want service levels to decrease
- 2. Maintain independence/not gov't controlled/avoid gov't corruption/bureaucracy

85.5% say that they pay less than \$20/month for their trash service. 67.1% say that what they pay for trash service is just about right. 15.5% say that it is too much.

78.8% have never visited the District's website, www.cmsdca.gov. The top reasons for visiting the site (of those who have visited) were:

- To find out more information about recycling 33.1%
- General information (hours/address/phone #/holiday schedule) 33.1%
- To find out more information about trash service 32.6%



Conclusions

A majority (65.1%) of those who have visited the site don't have suggestions for improvement to the site, indicating that the site is broadly effective.

Top CMSD programs (in terms of awareness and customer satisfaction):

- 1. Large Item Collections Program (81.3% are aware; 56.2% have used it; 55.2% are satisfied)
- 2. Christmas Tree Recycling Program (77.8% are aware; 43.9% have used it; 42.9% are satisfied

The programs that residents who haven't already used, but are most interested in are:

- 1. Junk Mail Reduction Program
- 2. Sharps and Pharmaceutical Drop-Off Program
- 3. Door-to-Door Household Hazardous Waste Collection Program
- 4. Sewer Lateral Assistance Program
- 5. FOG Program

77.0% say that CMSD is doing and excellent/good job with trash disposal and recycling. 66.8% prefer the current system that employs a single container for trash recyclables and yard waste. The intensity of voter preference for single containers is significantly greater than that for multiple containers (54.3% say they strongly prefer a single container; vs. 13.2% who say they strongly prefer three).

Knowing that single containers reduce wear and tear on city streets makes 90.6% of those who initially prefer three containers more likely to prefer the single container system. Knowing that single containers reduce noise and air pollution makes 94.3% of those who initially prefer three containers more likely to prefer the single container system.

The description of increased trash diversion that highlights percentage reductions is stronger than the description that employs tonnage reductions in terms of the intensity of support:

- 81.6% support increasing the amount of trash that is diverted from going into landfills from 54% to 75%. The intensity of support is significantly greater than that of the opposition (64.9% say they definitely support, vs. 5.1% who say they definitely oppose)
- 82.2% support reducing the amount of trash that goes into landfills from 16,000 tons/year to 12,500 tons/year (53.9% say they definitely support, vs. 2.9% who say they definitely oppose

A plurality (41.6%) of those who support the idea does so for environmental reasons. Meanwhile, a plurality (43.5%) of those who oppose the idea do so because they fear that it would result in increased costs.



Conclusions

The fact that the District hasn't raised trash service rates for six years makes 51.7% more likely to support increasing the amount of trash that is kept from going into landfills. 37.5% of those who initially opposed the idea become more likely to support, and 39.6% (a plurality) of those who say they are unwilling to pay more to pay more to increase diversion rates become more likely to support.

55.1% agree with Smith, who says he supports the proposal because "it's good for our environment and good for our community," vs. 29.3% who agree with Jones, who says that "it's the wrong time to spend money on gold-plated recycling projects."

Ultimately, 74.4% support increasing the amount of trash that is kept from going to landfills. The intensity of voter support is significantly greater than that of the opposition (46.7% say they definitely support the idea, vs. 10.5% who say they definitely oppose it.

Where does support come from?

- 77.5% of those who initially supported additional diversion support the idea
- 68.8% of those who initially opposed additional diversion support the idea
- 92.6% of those who are willing to pay more support the idea
- 52.7% of those who are unwilling to pay more support the idea
- Support is consistent (between 71.2% and 79.3%) among CMSD geographic regions

Where does opposition come from?

- 18.8% of those who initially supported additional diversion oppose the idea
- 31.3% of those who initially opposed additional diversion oppose the idea
- 7.4% of those who are willing to pay more oppose the idea
- 39.0% of those who are unwilling to pay more oppose the idea

In terms of communicating increased rates to support increased trash diversion from landfills, "20% reduction" is more effective than "7,500 tons":

- 41.4% (a plurality) are willing to pay more for trash services knowing that the District could reduce the amount of trash that eventually goes to landfills to less than 20% of trash collected by implementing the trash diversion concept
- 36.1% are willing (vs. 39.4% a plurality who are unwilling) to pay more for trash services knowing that the District could reduce the amount of trash that eventually goes to landfills by 7,500 tons of trash per year by implementing the trash diversion concept

A plurality (31.5%) of those who said they would be willing to pay more would be willing to pay between \$3 and \$5 additional per month. 26.5% say they definitely oppose.



Conclusions

54.1% support the District charging customers based on the size of their trash containers (35.7% oppose). The intensity of support is greater than that of the opposition (34.1% say they definitely support, while 24.5% say they definitely oppose).

85.1% say they dispose of their trash, recyclables and yard waste in some other fashion than just placing them into their garbage containers (such as taking recyclables to a recycling center, or bringing hazardous materials such as unused paint, pesticides and chemicals to a hazardous materials drop-off location or composting).

51.0% support the District moving to a billing system for trash service that is similar to that of utility bills. 37.3% oppose. The intensity of support is similar to that of opposition (28.4% say they definitely support, while 26.5% say they definitely oppose.